



drax

Renewables  
Supply

# Energising Edgbaston

An enduring partnership that's ramped up the cricket venue's sustainability credentials



We've been supplying renewable source electricity to Edgbaston Cricket Ground for six years. Our partner relationship with the stadium has seen us support the hosting of the UK's first sustainable cricket match and make plans for implementing EV charging facilities.

### An iconic cricket destination

Edgbaston's been home to Warwickshire County Cricket Club since 1886 and a test match venue since 1902. It was home to England's first ever floodlit domestic game in 1997 and its first day/night test match in 2017.

The stadium continues to host international and domestic matches across all men's cricketing codes and women's white-ball games. It also operates as a conference and events venue.

### Seeking sustainability

Back in 2018, Edgbaston tasked its consultant Amber Energy with scouring the market for a new energy supplier and stadium partner. Craig Findall, the cricket ground's COO and part of the team that chose Drax (then Haven Power) shared, "we chose to work with Drax because we wanted to be sustainable and wanted renewable electricity".

He added: "I don't think we look just for a supplier, we look for a partner – a two way relationship". The procurement exercise's purpose was twofold: "somebody to deliver an efficient service... and to work together for the benefit of both parties".

Sustainability was a priority for Edgbaston even before 2018. And it remains that way – Sustainability Manager, Lydia Carrington recently reiterating the desire "to operate as the most sustainable cricket venue in the UK".





## Insightful ideas

Soon after the start of the relationship, Drax experts met with Edgbaston's key stakeholders to better understand the business and its energy needs, challenges and ambitions.

The session generated a range of sustainability ideas and allowed Drax to present its suite of decarbonisation services and solutions.



Having been with Drax for four months, I'd already spent more time talking about energy initiatives than I had done with any supplier during my previous eight-and-a-half years at Edgbaston. I'd certainly recommend that other energy consumers take the time to discuss plans with their suppliers – we found it really helpful to compare our ambitions with those of Drax.



Craig Findall – Chief Operating Office, Edgbaston

As part of ongoing discussions, we've been close to Edgbaston's team in developing proposals for EV charging facilities at the stadium. At time of writing, our EV charging specialists continue to support the cricket ground's management as it defines its future parking, access and transport plans.

## Impactful initiatives

2023 was a landmark year in our partnership with Edgbaston.

Our ongoing assessment of the cricket ground's energy use had highlighted scope for contract improvements. Following our recommendation, Edgbaston switched its Drax contract from the simplicity and price security of a Fix plan to the cost-saving potential of a Flex plan.

We now supply under 'Flex Complete', which leverages our energy trading expertise while retaining a degree of budget certainty through fixed Third Party Costs (TPCs).

But the big news was the Go Green Game, which we were proud to support with.





## Go Green Game

Drax was able to flex its consultative muscles by partnering with Edgbaston to organise the Go Green Game – cricket’s first sustainable match.

To power the matchday – 3 September, 2023, as England faced New Zealand in T20 – Drax sourced solar, wind and hydro originated electricity from local generators.



We have round about two-and-a-half thousand wind, solar and hydro generators in the UK. We picked the most local of those and allocated the renewable output from those sites to Edgbaston on the Go Green Game day.



Valpy Fitzgerald  
Director of Renewables  
and Sustainable  
Commodities, Drax

Even after implementing sustainable initiatives and being able to pinpoint the source of electricity Edgbaston consumed on the day, certain ‘hard to abate’ emissions remained. Drax was able to help offset these emissions by sourcing carbon credits.



Where we were unable to counter all the emissions locally, we used carbon offsets from projects around the world. The projects we selected were from cricketing nations and had sustainable development goals in line with Edgbaston and Drax.



Lydia Carrington  
Sustainability Manager, Edgbaston

  
[Read more about the Go Green Game.](#)





## Repeatable results

The Go Green Game itself exceeded its 25% emissions-reduction target, achieving a 33.7% saving overall. But Edgbaston's keen not to see the event as a one-off.



We want to use the Go Green Game as a bit of a legacy and learning opportunity for us. So, take everything that we put in place, what worked and what didn't work, into everyday operations at Edgbaston.



**Lydia Carrington**  
Sustainability Manager, Edgbaston

With the potential for more sustainable games – and potentially for a full-length test match – Drax is keen to develop Edgbaston's environmental credentials yet further. As well as continuing to plan for EV charging infrastructure implementation, it's keen to employ other decarbonisation services.

As Paul Miller, Director of Sales and Marketing at Drax states, "Edgbaston sees us as an extension of its business – oOur transparency and our approach to net zero and sustainability is are key in supporting Edgbaston. And when I think about this success of the Go Green Game and everything we've achieved, I can't help but be excited about what's next."



**33.7%**  
overall  
emissions  
saving

Get in touch to discuss how we can  
accelerate your decarbonisation journey.



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